

ABSTRACT

Research Paper: Online Relationship Management Strategies- Content Analysis of South Korean
Government Web Sites

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This study examines the South Korean government's online maintenance strategies and communication strategies to understand how they use their Web sites to build relationships with publics. First, it examines relational maintenance strategies that appear in the 60 websites administrated by South Korean ministries and government institutions. Also, this study explores the unique features of online communication strategies on the basis of dialogic framework features from dialogic theory. To explore those features, this study conducts quantitative and qualitative content analysis focusing on the systematic features and content of Web sites.

The findings from analysis suggest that South Korean government Web sites build effective and efficient maintenance strategies and communication strategies for relationship management.

More specifically the South Korean government Web sites are using positivity principle among the maintenance strategies most effectively. Also, among the dialogic communication strategies, providing useful information was the highest-ranked strategy.

This study provides understanding of the relationships between citizens and South Korean government through the Internet. Also, this study demonstrates that South Korean government websites can be good example of effective online relational management.